

# China Market Profile

This summary provides the most up-to-date data available on China as it relates to their people and economy, travel related motivations and planning behavior and Chinese visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

POPULATION:

1.410 billion

**INFLATION RATE:** 

0.1 - 2.4%

**EXCHANGE RATES (RMB PER USD):** 

Sources: The World Factbook, reporting 2019 unemployment estimates; 2020 exchange rate, GDP and exports estimates; and 2022 population estimate. Pew Research 2022 inflation estimates. GROSS DOMESTIC PRODUCT (GDP):

\$23 trillion

**EXPORTS:** \$2.7 trillion

3.64%

# TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

**62%** Urban attractions

56% Cultural/historical attractions

**56%** Ecotourism/nature



Travel Outlook

Say international leisure travel is a high or extremely high spending priority

**56%** Expect to spend more on international travel

**54%** Expect to travel more internationally

Budget available for international travel



Source used in Destination selection for last leisure trip

**52%** Websites or applications via mobile phone

47% Websites via computer

40% Advice from travel professionals/travel agents

**39%** Recommendations from family and friends



One Word that Describes the United Sates



Advance Decision Time

**59%** Less than a month

**17%** 1 to 2 months

**11%** 3 to 5 months

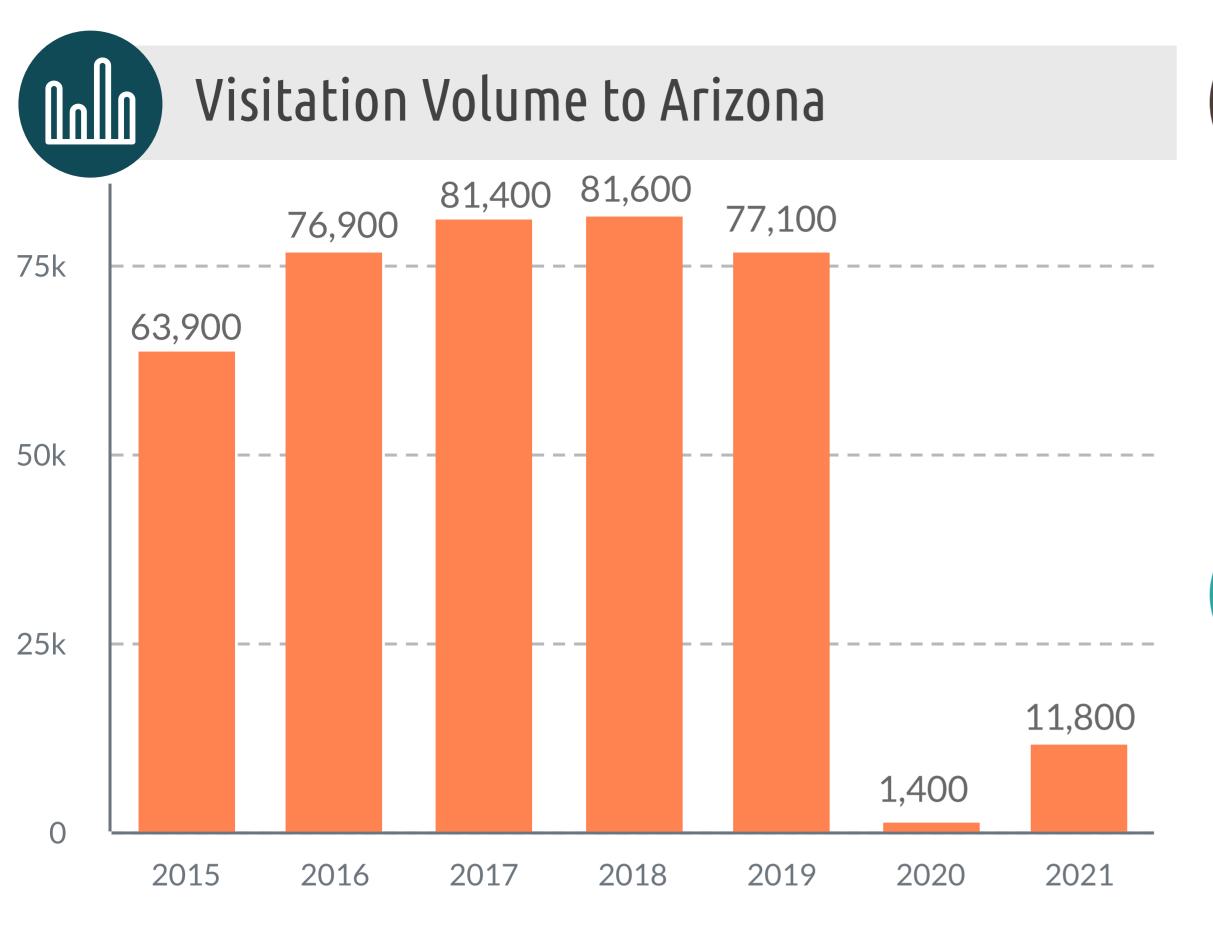
6 to 12 months

More than 1 year



Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2022).

## CHINESE VISITATION TO ARIZONA



Visitor C

Visitor Characteristics

36 years

Average Age

\$69,410

Average Household Income

2.0 persons Average Party Size



Length of Stay

**8.4** Av

Average Nights in Destination

**28** 

Average Nights in U.S.



#### Port of Entry

55% Los Angeles, CA

**21%** San Francisco, CA

**6%** Seattle, WA

3% New York, NY

**2%** Chicago, IL



### Main Purpose of Trip

84% Leisure

**53%** Vacation Holiday

**23%** Visit Friends/Relatives

**8%** Education

14% Business

**8%** General Business

6% Convention/Conference/Trade Show



#### Transportation in U.S.

**51%** Air Travel between U.S. Cities

46% Rented Auto

**38%** Auto, Private or Company

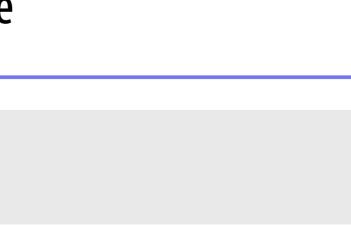
**21%** City Subway/Tram/Bus

**19%** Taxicab/Limousine



## Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #4 in 2021 with 3% of total International Travel Spending in Arizona.



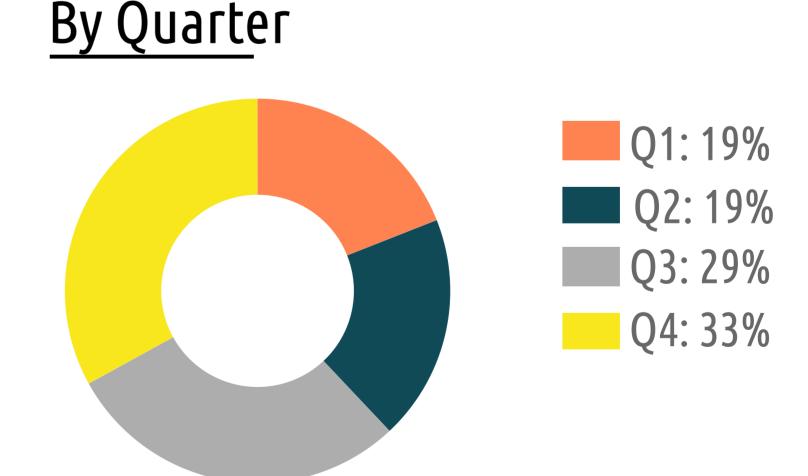
70% Hotel/Motel

Accommodations\*

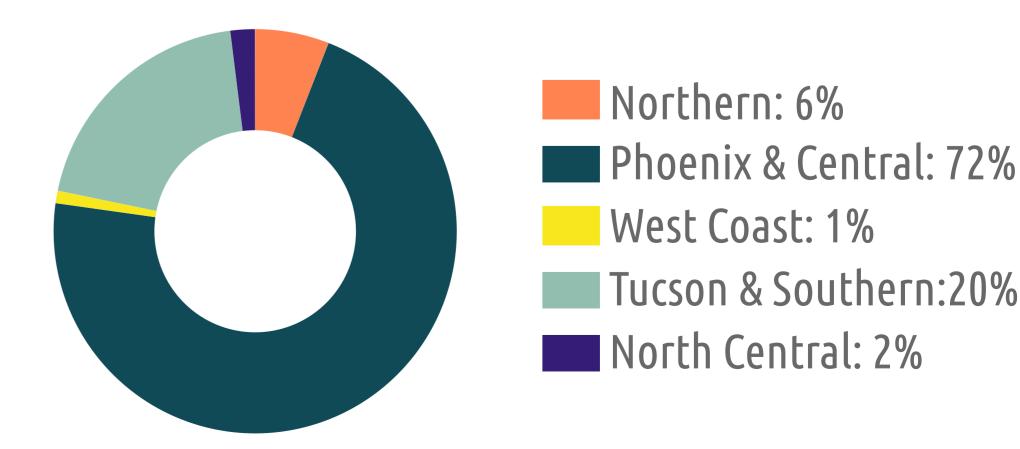
**26%** Private Home

**8%** Other

Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2021 data.



#### <u>By Arizona Regi</u>on



<sup>\*</sup> since this is collected through a survey, there is no indication if this is paid or non-paid.